

Fresno co, Calif. Chamber of commerce. F 868 .F8 F83 Copy 1 ESN IFORNIA



Fresno County Court House

#### FRESNO COUNTY

POSITION
AND AREA

and in about the same parallel of latitude as North Carolina. The boundaries of the county extend across the San Joaquin Valley from the Coast Range Mountains on the west to the summits of the Sierra Nevada on the east. The county comprises about 3,600,000 acres, of which about one-third is tillable soil adapted to agriculture and horticulture. Fresno City is about 200 miles from San Francisco and about 100 miles from the sea.

### TOPOGRAPHY

climatic conditions and soil. The altitudes AND CLIMATE vary from 250 to 13,000 feet. Range Mountains on the west are, comparatively speaking, low rolling hills. The country intervening between these hills and the Sierra, on the east, is valley land, comprising river bottom and upland. The Sierra Nevada Mountains, which occupy the entire eastern part of the county, are divided into three regions—the foothill region, the timber or forest region, and the region of snow and ice. It will be readily understood that with such a variety of topographical conditions, a corresponding variety of climatic conditions exists. The yearly seasons in the San Joaquin Valley are two. The dry season usually begins about June 1st.lasting until about the middle of October. or the 1st of November, when the rainy season begins. The average rainfall is about 10 inches. There is an average of 275 days of sunshine in the year. The rains in the winter seldom last more than two or three days at a time. With the exception of very rainy days, there is no time in the whole year that men and teams may not work out of doors. The mean average winter temperature is about 60 degrees. The average summer

Fresno County presents a great variety of



Packing Table Grapes for Shipment



**Emperor Table Grapes** 

months is very dry. The summer heat is not so perceptible nor nearly so depressing as in localities where there is a damp atmosphere. The nights are nearly always cool and enjoyable. There are no sunstrokes, no hail storms. The wind never reaches a velocity great enough to damage property. The health reports show that Fresno City has the lowest death rate of any city in the State. The same statistics show that the summer months are the most healthful. The mountain regions of the eastern portion of the county are always cool. These may be reached in about eight or ten hours' drive from Fresno City.

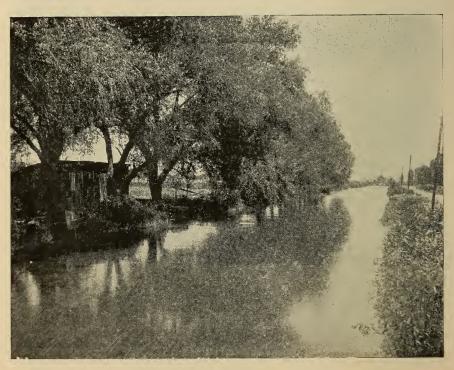
PRODUCTION

There is probably no other equal area of country capable of producing a greater variety of valuable commodities than can be produced in Fresno County. Among those that are successfully produced in commercial quantities are: Cattle, horses, sheep, hogs, hides, wool and tallow, lumber, firewood, gold, copper, petroleum, wheat, barley, oats, rye, Indian corn, Egyptian corn, broom corn, oranges, lemons, olives, figs, all kinds of deciduous fruits,

table grapes, raisin grapes, dried fruits, raisins, wines and brandies, butter, cheese, poultry, eggs, all kinds of garden vegetables, sweet and Irish potatoes, tomatoes, celery, all kinds of berries, honey, etc. There are over 500,000 deciduous fruit trees in the county, and this number is being added to each season. There are about 40,000 acres of vineyard, producing raisin and wine grapes.

IRRIGATION
FACILITIES

In California irrigation is the one great necessity if success is to follow the efforts of the farmer. Such are the results of irrigation that no well-informed person thinks of purchasing a piece of land in a section of country that is not well supplied with water. In this regard Fresno County may truthfully claim to have facilities that are much better than those of any other point in the United States. The water for the Fresno system comes nows and glaciers of the high Sierras, from a region known as the American Alps. The mountains in this region reach great altitudes, and during the winter months snow ac-



Fresno Irrigating Canal

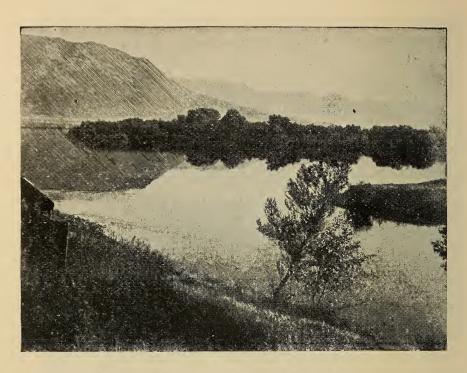


A Fresno County Headgate on Kings River

cumulates in vast quantities upon the peaks and in the canyons. In addition to this snow there are glaciers of living ice. These form a storage supply that is practically inexhaustible As the summer advances the snow melts and keeps the streams running during the irrigating season. The Fresno Canal and Irrigation Company operates a splendid system, with 300 miles of main canals, and 1000 miles of branch canals, and 5000 miles of distributing canals. This great system is most successfully operated, and furnishes, during the irrigating season, an abundance of water for all. The annual charge for water is  $62\frac{1}{2}$  cents per acre. This is the cheapest and best irrigation service in California.

LAND
VALUES

Lands of many qualities and kinds can be bought in Fresno County. There are large areas of land that can be bought for \$10.00 per acre and even less. This kind of land is fit only for grazing purposes. It is not provided with a water right. Land that will raise good grain in favorable years may be had from \$15.00 and up. Land



Irrigation Reservoir in the Foothills-Citrus Region

with a water right can be purchased from \$25.00 up. The above prices are for what may be termed the cheap lands of the county. The better class of land costs more money. Firstclass land for alfalfa can be purchased for \$35.00 to \$50.00 per acre. First-class land for orchards or vineyards can be bought for from \$35.00 to \$75.00 per acre. Improved places can be had with orchard or vineyard, or in alfalfa, at from \$60.00 up to \$350.00 per acre. First-class vineyards in full bearing have sold during the past year (1900) for \$250.00 to \$300.00. Good bearing orchards have changed hands during the last year at from \$100.00 to \$150.00 per acre. The higher-priced lands are situated in the vicinity and adjacent to the City of Fresno. First-class land for oranges, land that cannot be excelled for that purpose, can be had for from \$60.00 to \$75.00 per acre. First-class lands for general farming, dairying, stock and hog raising, for corn, vegetables, etc., can be had at from \$35.00 to \$50.00 per acre. There are no Government lands to be had that are of much value for agriculture. Land of all kinds can

Picking Raisin Grapes and spreading them to dry



Picking Season in a Fresno Vineyard

be rented. Grain land is rented usually for one-fourth share of the crop. Orchards and vineyards are sometimes rented on shares, but the usual custom is to rent for a cash rent. The cash rent for orchards and vineyards varies from \$5.00 to \$35.00 per acre annually. Leases are usually made during the months of October and November. Lands for all purposes can be bought on time by paying down a portion of the purchase price.

## INDUSTRIES PLEASANT AND PROFITABLE EMPLOYMENTS OF THE THAT MAY BE ENGAGED IN

COUNTY

The industry for which Fresno is most celebrated is the growing and making of raisins. This is so, not only because the raisin industry has been a source of great profit to the county, but also from another and still more significant fact, viz., that the district in the vicinity of Fresno is the greatest raisin producing section in the world, and the only place in America where raisins are successfully

produced. The making of raisins is a very simple process. and one that any intelligent man can engage in successfully with the information that is always to be had from others engaged in the business. The grapes that are ordinarily grown for raisin making are the Muscat, the Thompson Seedless and the Seedless Sultanas. The grapes when ripe are picked and laid on wooden trays placed between the vine rows. After four or five days' exposure to the sun they are turned, exposing the other side. The curing process requires about two weeks, after which they are placed in boxes and after a week or two are hauled to the packing houses. The value of the raisins produced in Fresno County reaches about \$3,000,000 annually. Of course the producing capacity of vineyards varies considerably. A good vineyard will return from \$50.00 to \$125.00 per acre. It would be quite possible to cite numberless instances where vineyards have returned more than the above figures. Many vineyards have returned \$150.00 per acre. But it is better to deal with the averages than to give extreme cases of production. The cost of cultivation, pruning, irrigating, picking, curing and handling the crop is about \$25.00 to \$30.00 per acre. This shows a net return from vineyards of from \$25.00 to \$100.00 per acre. The variation in the returns as shown above is due to difference in conditions of soil, locality and care. The latter probably has the greatest influence.

Good vineyard soil with water can be bought for \$40.00 to \$60.00 per acre. The cost of preparing ground for a vineyard is from \$5.00 to \$10.00 per acre. The rootings cost from \$9.00 to \$12.00 per acre. The planting costs \$10.00 to \$15.00 per acre. The vines will, with proper attention, begin to bear the third year after planting. Raisin vineyards in bearing are to be had all the way from \$100.00 per acre to \$350.00 per acre.

WINE GRAPES Wine grapes are quite as profitable in Fresno as the raisin grapes. They require less handling than the raisins, as they are picked and carted to the winery at once. A good wine vineyard will, when in full bearing, yield from six to twelve tons of grapes per acre a year, and these sell for \$12.00 to \$16.00 per ton. The cost of cultivation, picking and delivering the crop is about \$20.00 per acre, showing net returns of from \$50.00 to \$140.00 per acre. The cost of wine vineyards is just about the same as the figures given above for raisin vineyards. Fresno County has the reputation of producing the best sweet wine grapes in the United States.

Drying Peaches, Fresno County

In Fresno all kinds of deciduous trees thrive. DECIDUOUS and the orchard business is one of the best **ORCHARDS** that can be engaged in. All varieties of peaches are very successful. In fact, it would be hard to find a locality that produces finer peaches or greater quantities of them per acre than Fresno. Apricots are a very profitable fruit, but perhaps not quite so reliable as the peach. Prunes do splendidly in Fresno County. There are in the locality some of the largest and finest prune orchards in the world. Pears are also one of the most successful fruits grown in Fresno. The Bartlett pear produced in certain parts of the county cannot be surpassed. Nectarines, plums, apples and quinces are also extensively and profitably raised in Fresno. These fruits are shipped green, they are dried, and also sold to the canneries. When they are cured the process is quite the same as raisin drying described before. The fruit is cut in halves and the pits removed, and then it is spread on trays to dry in the sun. The shipments of fruit from Fresno aggregate over \$1,000,000 annually. The business is increasing constantly. A good deciduous orchard in bearing should return from \$50.00 to \$100.00 per acre. They frequently return \$125.00

Several orchardists have recently contracted their pears and peaches to the canneries for five years at \$20.00 per ton. These orchards yield from four to five tons to the acre.

The expense of operating an orchard is from \$20.00 to \$25.00 per year per acre, showing a profit of \$25.00 to \$100.00

per acre.

Olives are not so extensively grown in Fresno as some of the other varieties of fruit. Those that are grown are very successful, and the quality is exceptionally good. The local demand for pickled ripe olives is greater than the supply. Some of the finest olive oil manufactured in California is made in Fresno. The present amount of acreage in olives is comparatively small. There is room for many more in this delightful and profitable industry. The olive tree is very sturdy and will do well upon soil that is not absolutely first class. Good land for olives can be bought in Fresno for \$30.00 to \$35.00 and up.

The fig in Fresno County deserves particular mention, as there is no other locality in California where the fig will do so well, or where so much has been done in cultivating and improving the fruit. As the result of the efforts of Mr. George C. Roeding, a prominent horticulturist and nurseryman of the county, Fresno now produces the real Smyrna fig, an achievement that has not been accomplished anywhere else in Amer-



A Fresno Lemon Orchard

shipped every year from Fresno, but it is hard to guess to what magnitude the industry will grow. The success of the Smyrna fig enables Fresno to produce an article that is equal in every way to the imported Smyrna fig. The fig tree in Fresno is a healthy, hardy tree. It is the custom among many vineyardists to plant borders of fig trees around their vineyards. These not only add much to the beauty of the properties, but are a source of much profit, as the fruit is often sold on the trees to people who cure and pack it. Good lands for fig orchards can be bought in Fresno at \$40.00 to \$60.00 per acre.

ORANGES

AND
LEMONS

In Fresno County oranges are grown successfully wherever there is water, but the most successful orange lands are located in the eastern part of the county, at the base of the foothills.

The soil and climatic conditions in this section are admittedly

better than in any other part of the State. The citrus fruits of this district have repeatedly taken prizes at District citrus fairs, State fairs and international expositions. The advantages that Fresno claims for this district are freedom from frost, and certain conditions of soil that produce a superior fruit; but the chief advantage is the fact that Fresno County oranges ripen and are ready for market three to four weeks earlier than those of most other parts of the State, thus reaping the benefit of the early high prices in the Eastern markets. First-class orange lands, with water, can be purchased in Fresno County for \$50.00 to \$75.00 per acre. The cost of planting an orchard is about as follows per acre: For trees, \$75.00; preparing land and transplanting trees and care the first year, \$35.00; care the second and third years, \$30.00. Orange trees will begin to bear the fourth year after planting. At five or six years of age the trees should bear well and yield a handsome income. There are practically no planted orange groves



**Picking Oranges** 

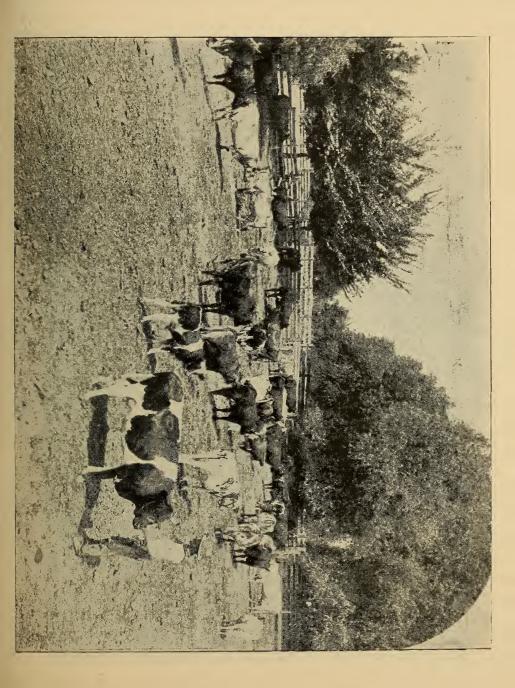


Alfalfa Field; Planted in March-Photographed June 22

in bearing in Fresno County that are for sale. Twenty-five thousand dollars was recently offered for a grove of twenty-three acres of nine-year-old trees, but the offer was refused. The future of orange culture in Fresno is particularly bright. The industry holds extraordinary inducements to those who want to engage in fruit growing.

Alfalfa is the most valuable forage plant that we ALFALFA have. In the irrigated lands of Fresno County, AND alfalfa seems to find a natural home. It grows DAIRYING luxuriantly, and to those who are unacquainted with the value of alfalfa in connection with dairying, it is a revelation. The crops when cut for hay are mowed three and four times a year. The yield from a good stand of alfalfa is about two tons to each cutting. This means from six to eight tons of hay to the acre every year. This hay is shipped in large quantities to Southern California and Arizona. It is true in Fresno, as elsewhere, that the most profitable way to handle alfalfa is to feed it where it is grown. One acre of alfalfa will keep a cow the year through. We respectfully ask those who have been used to devoting all of four or five acres to keeping one cow to think this over.

.The dairying industry in Fresno is one of the most attractive propositions that can be offered. It is the surest and quickest means of earning money from a piece of land. To a



Interior of a Fresno Creamery



Indian Corn Planted in April—Photographed June 22

man of moderate means it is the stepping stone to the fruit and vine business, as it provides an opportunity to earn money during the time required for trees and vines to come into bearing. For this reason we desire to draw the attention of readers to the fact that Fresno is one of the best dairying sections



Harvesting Wheat, Fresno County

in the world. Alfalfa can be planted as late as March, and by the first of July the first cutting will yield from a ton and a half to two tons of feed to the acre. This is the finest feed for dairy cows that can be had anywhere. Fresno has some very extensive creameries, and these have established skimming stations all over the county, where the farmers sell their cream. To any thinking man who knows about dairying, these conditions suggest the way to a profitable business. Following we give the opinion of experts and the statements of some of our practical dairymen. Mr. McNulty, manager of the San Joaquin Creamery, says in an article on dairying:

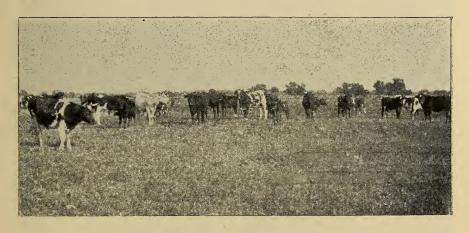
"The question is often asked, Does dairying pay? It is our opinion that there is no other place on the map of the world where one's finger can be placed where feed can be grown so abundantly and cheaply as in the San Joaquin Valley. Alfalfa is pre-eminently a cow feed, and the butter produced from the milk of alfalfa-fed cows, if skillfully and scientifically handled, produces a texture and a flavor that cannot be surpassed. In proof of this we can point with pride to the fact that the first premiums of the State Fair at Sacramento have repeatedly come to Fresno. It is predicted that within the next five years every acre of alfalfa in the San Joaquin Valley will be covered with dairy cows, and that experienced dairymen from all over the country will come here to settle. Cows can here be run

on green pasture the year round. We can here produce a pound of butter for less than half what it can be produced in either Illinois, Iowa or Wisconsin. California imports annually from the East about 1,500,000 pounds of butter. That is something else to think over."

Mr. Murphy, manager of the Danish Creamery, states that their patrons are milking about three hundred cows. The average amount of money paid for butter fat is \$55.00 to \$60.00 per cow annually. This is exclusive of the value of the calf

and the skim milk.

The following is a letter from a Fresno County dairyman: "I milked last year an average of forty-three cows per month;



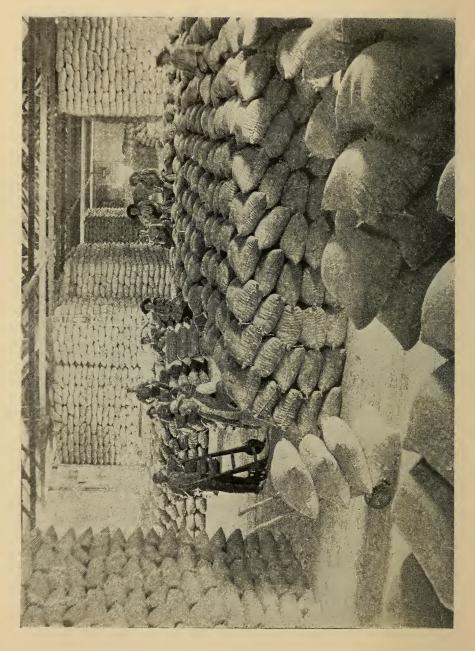
A Fresno County Cattle Range

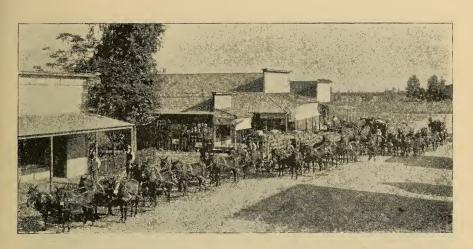
sold during that time butter fat to the amount of \$55.93 per each cow; also raised and sold calves and hogs to the amount of \$19.71 per each cow, making the total earnings of each cow

for the year, \$76.65."

Numerous statements show that the above returns are about the average in Fresno. There are numbers of statements that run very much higher than these, but it is sufficient to be able to say that in Fresno County the average return from one cow is \$55.00 to \$60.00 for butter fat, and \$18.00 to \$20.00 for calf and skim milk, or \$75.00 to \$80.00 total annual yield from ONE COW AND ONE ACRE OF LAND.

These are not fancy figures. They are being realized in Fresno County right along. The feed upon which this is being





Hauling Grain to Market

done is almost entirely and universally alfalfa. First-class alfalfa lands can be purchased in Fresno County for from \$35.00 to \$50.00 per acre, including water right.

OTHER
CEREALS

The value of hay and grain exports is about \$1,000,000, in addition to which are large quantities retained for home consumption. Fresno County has lands that produce seventy bushels of Indian corn to the acre. Large quantities of Egyptian corn are also produced. Broom corn is also produced in large quantities on the bottom lands.

AND EGGS, ETC. These are sources of much profit to the small farmer. There is always a good local market for eggs and chickens. Eggs do not bring less than ten cents per dozen, and from that up to thirty-five cents. Chickens bring on an average four dollars per dozen the week round.

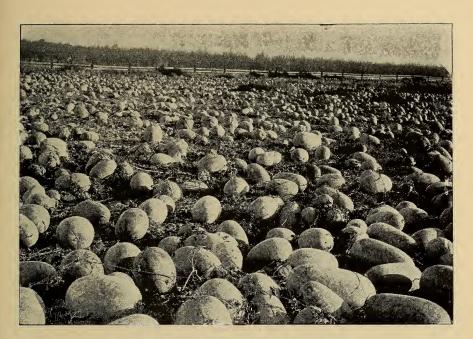
per dozen the year round.

Honey is another source of profit to the small farmer. We have authentic record of farmers on twenty to forty acres who have made from one thousand to two thousand five hundred dollars in a year on honey alone. Alfalfa honey is very fine and ranks with the clover honey of the East.

Vegetables and small fruits are another means by which the farmer may add to his income in Fresno County. Truck gardening is very profitable. The city of Fresno, with a population of 17,000 people, consumes a great many more vege-



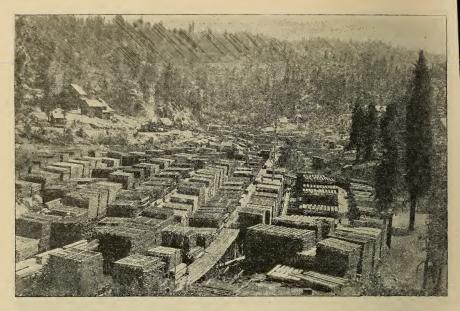
Seventy Bushels of Indian Corn to the Acre in Fresno County



A Field of Watermelons, Fresno County

tables than are produced in the county. Fresno County has as rich garden lands as can be found in the State. All kinds of vegetables are raised successfully. Potatoes, tomatoes, sweet potatoes, celery—all can be produced in perfection, and there is a sure home market for all that any one wants to raise. Berries are also very profitable. The home demand does not begin to be supplied. These small products all bring high prices in our home markets. Fresno is noted as a producer of a very fine quality of watermelons. Not only is there a large local demand for them, but, on account of their superior flavor, they are in great demand in markets as far east as the Rockies. Hundreds of cars are shipped to Portland and to Montana and the Dakotas. This one product reaches a value of \$100,000 a year.

These are all produced in large numbers for both home use and shipment. In fact, so favorable are the conditions for this business in Fresno that thousands of cattle are brought from other less favored sections to the pastures of Fresno County, where they are fattened for the markets of San Fran-



Lumber Mill in the Mountains of Fresno County

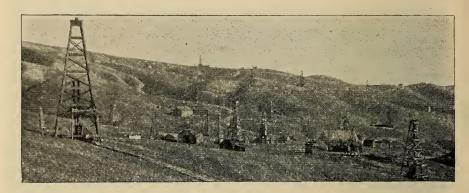
cisco and elsewhere. Hogs are a source of great profit, both to the large stock grower and the small farmer, particularly to the dairymen.

The mountains in the eastern part of the county IN THE are vast storehouses of wealth. Almost every MOUNTAIN known mineral is to be found, and while we REGIONS have some few mines that are worked for gold and copper, this great region of mineral wealth is practically not exploited at all. There are deposits of gold, silver, copper, coal and iron, limestone, granite and marble-all waiting for development. In this region are found the great forests from which over \$1,000,000 worth of lumber is made annually. This lumber includes yellow and sugar pine, cedar, fir, and redwood. Some of the trees from which this is cut are the largest in the world, being the Sequoia Gigantea, measuring over one hundred feet in circumference. There are two large lumbering plants which bring the lumber from the mountains in flumes that are sixty miles or more in length, to the towns of Sanger and Clovis, where it is manufactured into building material of all kinds, and into boxes for the shipment of our The Sequoia, or redwood lumber, is shipped all over the United States.



Sequoia Gigantea Forests of Fresno County

Fresno County is a large producer of crude oil. The OIL wells are located in the southwestern part of the county, in the vicinity of Coalinga. The district comprises some well's that are among the best in the State, and yield several hundred barrels per day. This supply of fuel oil so near to Fresno is a very great advantage. It means that we have close at hand cheap fuel for all purposes. With this fuel there is no reason why Fresno should not become a manufacturing center. The Fresno County oil is the best in quality that is found in It carries a larger percentage of the distillates, California. kerosene, gasoline, benzine, etc. It is the best oil for manufacturing gas to be found in the State. The value of this oil as a fuel will be understood when it is stated that from three to three and one-half barrels is equal to a ton of first-class coal. The oil costs about one dollar a barrel in Fresno



In the Oil Fields of Fresno County

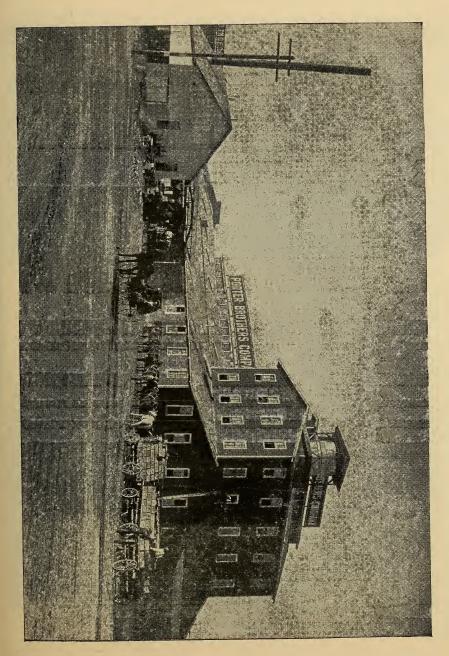
POWER

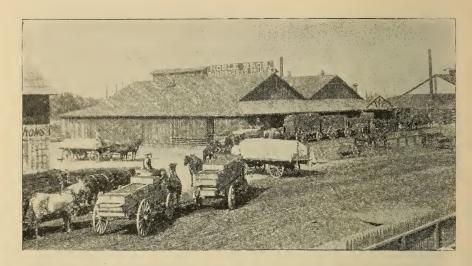
The San Joaquin Electric Company has a power station on the San Joaquin River, about thirty-five miles from Fresno City. This power is delivered to Fresno and also to towns in adjoining counties. The entire length of transmission is about sixty-five miles. This company furnishes Fresno with lights, and the power is used in several of the manufacturing establishments of the city. The power costs in Fresno about \$45.00 per horse power a year.



Interior of Packing House

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Hauling Raisins to Packing House



Picking Grapes

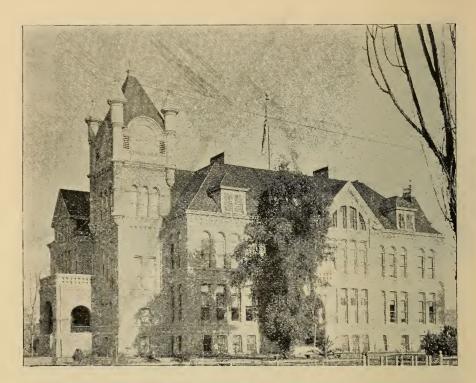


Packing Seeded Raisins

MANUFACTURING AND COMMERCIAL ENTERPRISES Among the manufacturing and commercial enterprises in Fresno, the packing houses, where the raisins and dried fruits are packed and prepared

for shipment, are the most extensive. It is hard for one who has never seen the packing houses of Fresno to realize the magnitude of this enormous business. There are in Fresno County fifty or more great packing houses where fruit and raisins are handled in quantities that are a surprise to any stranger looking at the operations carried on here during the fruit-packing season. Fruit and raisins are handled by the hundreds of tons. The larger packing houses occupy from sixty thousand to one hundred thousand square feet of floor space. They employ from two hundred to four hundred hands during the packing season, and the packed goods are shipped away in trainloads. Recent inventions have been made for extracting the seeds from raisins. This industry is carried on by the packing houses, and has grown to very large proportions.

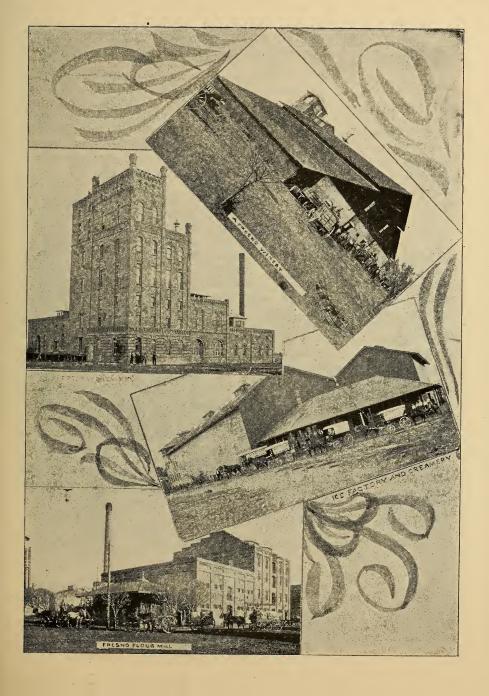
During the past year a large factory has been erected in Fresno which is entirely devoted to manufacturing olive oil, and by-products from the refuse and waste of the packing houses and wineries. Even the raisin seeds are utilized. The wineries of Fresno are among the finest and largest in the country. There are thirteen large wineries in the county, producing annually over \$1,000,000 worth of wine, and \$250,000



Fresno High School

worth of brandy. A new brewery, with a fine large brick building, is one of the new manufacturing enterprises in Fresno. In addition to these are an ice factory, creameries, agricultural implement factories, flouring mill, box factories, canneries, etc.

LABOR It will be readily understood that, with such large enterprises as have been mentioned above, there is always a demand in Fresno for good labor. Particularly is this true of the season when fruit is harvested and cured and packed. During this season thousands of hands are needed to gather the fruit and grapes and attend to the drying and hauling to the wineries and packing houses. The light work, such as cutting the fruit for drying and packing it in boxes and fancy packages for shipment, is largely done by women and girls. Young men and boys can always find employment in the orchards and vineyards during this season. During the past two years mechanical labor of all kinds has been in great demand



in Fresno. The building trades have been particularly busy. In fact, there is no reason for any man being out of work in Fresno.

The public school system of Fresno County **EDUCATIONAL** is unexcelled anywhere. The buildings are all modern and well equipped. The City of Fresno has handsome school buildings. The High School is one of the most imposing structures of its kind in California. There are seven High Schools in the county, two of which stand upon the accredited list of the State University, and pupils are graduated prepared for collegiate course. Fresno County has 127 school districts and 231 teachers employed. There are also good business colleges and a conservatory of music at the City of Fresno. In addition to the other advantages named, the City of Fresno has a fine opera house, good churches, a County Courthouse, costing over \$200,000. The city has recently received from Mr. Andrew Carnegie a gift of \$30,000 for a public library, which will soon be erected. In fact, there are all the advantages of a modern attractive city-good sewerage system, well-paved streets, good fire department, and, what is perhaps the most remarkable of all, there is no bonded indebtedness. The City of Fresno is quite a railroad center. There are eight lines radiating from it. Fresno City and most of the principal towns of the county are upon the lines of the two transcontinental railroads, the Southern Pacific and the Santa Fe. These furnish the best of facilities for transportation and for shipping. The City of Fresno ranks No. 3 in shipping importance in California. It is the metropolis and busines center of the San Joaquin Valley, and the natural gravitating point for the production and commercial energy of a great and enormously productive section of country. Regarding the financial condition of Fresno County, it is only necessary to say that there are in the City of Fresno five banks, representing a capital of \$750,000, and having deposits amounting to \$3,650,000.



# Reasons Why Fresno County is a Good Place in which to Locate

It is a healthful place.

It offers a greater variety of occupations than most other places.

Its agricultural and horticultural possibilities are unlimited.

It has more advantages and fewer disadvantages than most other places.

Good soil.

Good climate.

Plenty of water.

A man with a small capital can locate in Fresno County on twenty or forty acres of land, go to raising alfalfa and dairy cows, and he can begin to earn money quicker than in almost any other place. With ordinary industry and intelligence he can, within a few years, own a fine orchard or vineyard, a property worth from \$150.00 to \$350.00 per acre. This has been done by others; it is being done by others; it can be done by you, if you are willing to try.

### This Pamphlet

is issued by the Chamber of Commerce of Fresno County, California. Persons desiring further information will be furnished with same on application.

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